



MANAGEMENT SCIENCE ASSOCIATES, INC.

MARKET SCIENCE ASSOCIATES

F
A
XFACSIMILE DELIVERY REQUEST
FORM

DATE: March 1, 1999

TO:

COMPANY:

PAGES: 1

FROM: Joel Kocur (MSA)

PHONE: 412/362-2000 Ext. 1623

6565 Penn Avenue at Fifth
Pittsburgh, PA 15206-4490(412) 362-2000
FAX (412) 363-6798

*All Other (A/O) Manufacturer data projected by MSA based on CRA data month of December 1998

EARLY WEEKLY INDUSTRY
ESTIMATED VOLUME --
WEEK ENDING February 26, 1999

Note: High/Lows are based on a +/- 10% deviation from 13WM average.

Co.	TOTAL (000)	TOTAL SHARE	PREMIUM BRANDS (000)	PREMIUM BRANDS SHARE OF CATEGORY	DISCOUNT CATEGORY (000)	DISCOUNT CATEGORY SHARE OF CATEGORY
B&W	1,095,901	L 12.48	H 540,176	L 8.24	555,724	24.95
LIG	L 84,509	L 0.96	H 43,397	H 0.66	L 41,112	L 1.85
LLD	H 911,882	10.39	H 669,463	10.22	H 242,419	H 10.88
PM	H 4,552,014	51.84	H 4,072,092	62.14	479,922	L 21.55
RJR	H 1,996,857	22.74	H 1,215,472	18.55	H 781,385	35.08
A/O	H 139,164	1.58	H 12,533	L 0.19	H 126,631	5.69
Total	H 8,780,327	100.00	H 6,553,133	100.00	H 2,227,193	100.00

DISCOUNT SHARE = 25.37%
NOTICE

The information contained in this facsimile message is intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged, confidential, and exempt from disclosure under applicable law. If the reader of this notice is not the intended recipient or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution or copy of this communication is strictly prohibited. If you have received this communication in error, please immediately notify us by telephone and return the original message to us at the above address via first class mail.

2071838709